

# Design Process

## How do we get started?

Do you seek the perfect luxury kitchen for your home, your family and you? Have you talked with other kitchen designers and visited other kitchen sources, yet are left with the feeling that there must be a better design direction and solution.

Whether your need is creative design and quality cabinetry or whether your need is moving walls, adding an addition to your home or some other involved construction requirement, we can help. Design is more than setting cabinet boxes around the room — it's a very deliberate and thought out process. Let's review the process.

## Step One: Let's Meet.

Let's make an appointment to meet at †your home (if you are remodeling) or our studio (if you're planning new construction). Tell us what your goals are — Tell us about your needs, wants and desires. During this initial interview, we'll discuss many things and kick around different ideas and make suggestions. While at your home, a lot will be covered from function to aesthetics to budget. We'll measure and take digital photos of your kitchen, area and rooms directly related to your proposed kitchen-remodeling project. If you haven't already completed our questionnaire in advance of this meeting, we'll ask you complete it and fax or email it back to us.

Are we going to ask you for a design retainer at this time? Nope ... not yet. Why not? Liken it to visiting your favorite confectionery and sampling a wonderful piece of chocolate just before purchasing a pound of it. We'll take your completed questionnaire, our notes, and the dimensions of your space and develop a conceptual design plan ... an idea ... a solution for your kitchen ... just a sampling of what we can offer you. If you're a referral client and you're already familiar with our capabilities, you might not even need to try the chocolate ... you might just move forward to the design engagement.

*Suggestion: Create an "Ideas Book" of what you like. Get a three-ring binder, set up some tabs for categories (design ideas, features, cabinetry, appliances, counters, and miscellaneous). When you're flipping through a magazine, and see a design that catches your fancy — cut it out and put it into your binder. Is there a feature that intrigues you? Spice storage ideas, maybe a new way to*

*store dishes, whatever — clip it and include it in your binder. I think you get the idea!*

*It is very simple, yet provides a wealth of knowledge for your kitchen designer, which will ultimately help reduce return trips to the drafting board for design revisions. By the way ... make sure that the magazines you clip are your own!*

## **Step Two: Conceptual Design Presentation:**

We'll meet here at our studio (or perhaps at your home) for the presentation where we'll discuss the ideas we've created for you and your kitchen. We'll discuss cabinetry, counters, appliances, flooring, electric, plumbing, and almost everything associated with your kitchen project. Somewhere during this meeting we'll also go over the budget. When you filled out the questionnaire, you told us information about your styling likes such as preferred wood specie and period of styling. That information along with a host of other information assisted us in establishing a thumbnail budget for this first meeting.

Now what to do? Well ... hopefully you've enjoyed the chocolate and you're confident and comfortable with our capabilities and you're ready to move forward. Moving forward means making a commitment in the way of a design engagement.

†Your home when within 30:minutes from our Bucks County based design studio. Beyond 30:minutes may incur additional travel expenses.

## **Step Three: Design Engagement**

The design engagement is simply an agreement between us that we'll complete and provide you with a detailed set of plans for your kitchen. In exchange for the investment of our time and resources, you'll compensate us for a specified amount relative to the size of your project. Our design fee is based on a per-square-foot amount. We base it on all or a portion of your room size. The design agreement investment is due in full at time of engagement.

## **Step Four: Design Presentation**

Your design plans will be presented here at our Bucks County design studio or your home. Your views and feedback will be very important at this meeting. Review and selection of cabinetry, door style, wood species and finishes may also be done. Although you will not be asked to commit to your exact choices at this time, we do need to determine certain parameters for more precise

budgeting purposes. Appliance requirements, make and models, along with counter surfacing and sink equipment options will be discussed. With this information in hand, your designer will be able to begin comprehensive pricing your project.

## **Step Five: Formal Plans & Pricing**

When all the design requirements have been satisfied and selections made, your designer will present to you the formal design plan and elevation drawings. A typewritten proposal, which includes an itemized cabinetry listing, will accompany your design plans. Final selections will be made at this time with regard to cabinetry and appliances. Counter surface color selections may be done at this time or at another meeting. At this time, a deposit representing fifty-percent (50%) of the cabinetry costs will be required to proceed with ordering and scheduling of your kitchen or bath.

## **Step Six: Ordering**

Once you have authorized and deposited with us for your kitchen or bath. We will submit your order to the selected cabinetry manufacturers, where within a few short weeks we will receive the production acknowledgement with complete materials listing and delivery dates. There can be no changes or alterations to your order at this time without considerable financial penalties.

## **Step Seven: Delivery & Installation**

Once the manufacturer has given us a confirmed date and time for delivery, we will contact you and advise you of the schedule. Please make your room ready by removing all the loose contents. The time required to install a kitchen varies, but we can assist by furnishing a estimated installation schedule.

## **CONSULTATION**

We provide an initial in-home consultation without charge to clients with homes within a 30:minute travel distance from our Bucks County based studio. Homes beyond one hour shall be reviewed on an individual basis. The purpose of the consultation is to discuss design, budget, and project feasibility. Should you desire to continue to the design phase, and then a design retainer would be required.

## DESIGN RETAINER

The Design Agreement Investment is based on a square footage cost of \$7.00 per square foot. The square footage measurement shall include the breakfast room or areas that may affect the overall kitchen design. The Design Agreement Investment is due in full at the time of engagement. Our Design Agreement minimum, regardless of the room size is \$750.00.

—EXAMPLE—

*Room Size: 12' x 18' = 216 Sq.Ft.  
Cost Per Sq.Ft. 216 Sq.Ft. x \$7.00 = \$1,512.00  
Total Design Agreement: \$1,512.00*

Design plans, together with all sketches, as intellectual property, shall remain the property of Hankins & Associates, Inc. Your design agreement provides you a one time right to use the plans for the purpose of your kitchen or bath remodel. They may not be reproduced or executed without the written consent of Hankins & Associates, Inc. We will credit the full design agreement investment towards the contract price of a kitchen or bath with Hankins & Associates, Inc. when contracted within sixty days of client receipt of the completed plans and proposal. After sixty days, fifty (50%) percent of the design fee amount will be applied towards the contract price.

## DESIGN FEE

Design plans, together with any conceptual sketches, will remain the property of Hankins & Associates, Inc. Once the client approves the conceptual plans, advancement into more detailed plans and elevations will commence. If upon completion of the final (or near final) plans, the client desires to make changes, additional charges may apply, based on the time invested to make such changes. Any additional charges will be reviewed with the client before any work is done. Such additional incurred charges may also be subject to full or partial credit towards the contracted purchase price.

- Comprehensive and detailed evaluation of your needs, home and desires.
- Schematic design plans with detailed elevations in 1/2-inch scale.
- Moulding and special details in 1-inch and full scale views.
- Assistance in selecting all materials, finishes and appliances.
- Total accessibility to design and support staff.

- Detailed installation documentation.
- (2) Blueprint copies.  
\*Optional: Electrical and lighting plans with supporting lighting and appliance specifications (\$300.00).
- Lighting plan/ layout (mfg. make & model).
- Electrical duplex locations.
- Appliance locations and specifications (compilation of appliance spec's).
- Electrical legend.  
*\*If we are to provide the electrical services, no fee is charged for the planning phase.*

Our Design Fee has been based on the following staff rates listed below;  
Certified Kitchen Designer: \$95.00 per hour

We are often asked if we provide design only services? The answer is yes! Please contact our office for more information. Fees vary based on type and size of project, location and what involvement the client wants us to undertake. Our ability is also hinged on the work already in the queue, with projects requiring cabinetry taking precedence.

Hankins & Associates, Inc. invests an enormous amount of time and resources into each and every design engagement. Design Fees are simply used to help offset part of the time we invest until such time when the Client is ready to move forward. The use and practice of design fees allow us the opportunity to invest more quality time with our clientele in advance of a commitment and contract.

## ESTIMATING

We do not charge for estimating when we are presented with "tangible" kitchen (or other room) design plans — this is done without charge. However, for us to be able to estimate your kitchen, we must have a design plan and definitive specifications to work from. Home plans in 1/4-inch scale which simply furnish area size and provide placement for the sink, cooktop and stove do not (typically) provide the information required for a thorough estimate. If you possess the design plans necessary to estimate from, you can contact our studio to arrange a time to meet to review your plans.

Determining a budget for your new kitchen can be a confusing task. What should you expect to invest? Please use the chart below to help determine a basic budget and allocation of funds to a specific area. A good rule of thumb is budgeting between 10% to 20% of your homes market value towards your

kitchen-remodeling project. The example we provide below uses 15% of a homes market value of \$350,000.00 for the proposed kitchen remodeling cost of \$52,500.00. Please remember that this is only a guide and all figures are subject to the size of the kitchen, quality level and custom ability that you desire.

Example: The spreadsheet below illustrates two possible scenarios based on a home market value of \$350,000.00 and \$600,000.00. The second column example was adjusted slightly.

Cabinetry:	39%	\$20,475.00	\$36,600.00
Counters:	12%	\$6,300.00	\$9,900.00
Appliances/Fixtures:	14%	\$7,350.00	\$15,000.00
Flooring:	7%	\$3,675.00	\$6,000.00
Installation:	13%	\$6,825.00	\$11,700.00
Electrical/Plumbing:	11%	\$5,775.00	\$7,800.00
Misc./Other:	4%	\$2,100.00	\$3,000.00
Total Budget:		\$52,500.00	\$90,000.00

## INSTALLATION

We can provide you with a smooth “turn-key” installation. Available services include;

- Flooring – We can install wood or tile flooring. Tile floors can be installed on “wet-bed”, with the optional “In-floor” radiant heating. Wood floors range from strip, random and wide boards in various wood species (including oak, maple, pine, mahogany, cherry, rosewood and cypress — just to name a few). We can also install cut-nails for an authentic “farm-house” look.
- Counter Surfaces – We work with a host of counter surfacing materials, including (but not limited to) solid-surface, glass, wood, laminate, tile, soapstone, concrete, natural and (man-made) engineered stone.

- Appliances & Sink Equipment – Working with two of the most respected providers of appliances in the Delaware Valley and New Jersey, we can assist you in the selection of all of your appliance needs.
- Plumbing – If your project is new construction or an addition, your Building Contractor will [most likely] provide the Plumber under his or her contract. If your project is reconstruction, you may use the Plumber (if you currently have one) who is already familiar with your homes system — or we can provide our contracted and registered Master Plumber.
- Electrical – If your project is new construction or an addition, your Building Contractor will [most likely] provide the Electrician under his or her contract. If your project is reconstruction, you may use the Electrician (if you currently have one) who is already familiar with your homes system — or we can provide our contracted licensed Electrician.  
Electrical Plan: We will complete and provide an electrical plan.
- Tile Installation – Tile is often used on floors, counters and backsplash areas. The types of tiles we often suggest include natural and porcelain. Tile floors can be installed on “wet-bed” or Gyp-Crete®, with the optional “In-floor” radiant heating.
- Construction – Does your project require building an addition to your home? Thinking about taking down or relocating walls? We can take care of your full remodeling and construction needs.

## **ARCHITECTS AND BUILDERS**

Dear Allied Professional:

If you've been looking to possibly forge a new relationship with a kitchen and bath design firm or provider and source of exquisite cabinetry ... please read on.

We're a service-added firm providing more than, we believe, most kitchen and bath dealers with the capability of both hand-drafted and CAD drawings. We import and export in “dxf” and “dwg” formats so that they may be incorporated into your plans.

We're sensitive to architectural design and creative vision — we don't indiscriminately fill a room with cabinetry or details that are improperly executed or not consistent with the architecture or style direction of the client, architect or interior designer. As with all projects, we listen, we absorb — we learn about our client and their project ... their vision.

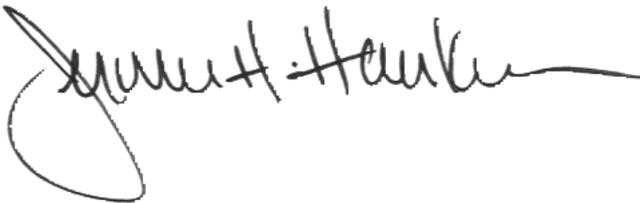
We're happy to offer input with your electrical and lighting planning, providing a detailed schematic, complete with legend so that your electrician can efficiently accomplish your electrical needs.

We provide installation packets that include complete plan view, elevation and moulding details, with technical specifications of all the appliances and sink equipment — an invaluable service not everyone provides.

We'll meet with builders on site to precisely layout the kitchen for their plumber, electrician and HVAC mechanics needs. We'll review framing before the sheetrock is installed to make sure that there are no surprises once the cabinetry arrives. We'll meet to discuss ventilation-ducting requirements.

We've got the resources to achieve virtually any design requirement — bar none! If you're ready for a change or simply want to meet to talk to us one on one.

Thank you,

A handwritten signature in black ink, appearing to read "Jerry Hankins". The signature is fluid and cursive, with a large, sweeping initial "J" and a long, horizontal flourish extending to the right.

Jerry Hankins